

Rep Order# 6849124 Ver# 1 Status New Traffic Order# Printed: 09/10/2012 5:33 PM 1 of 4
EC'd Yes Last Received: 09/05/2012 10:13 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () MAJORITY PAC
Product SENATE MAJORITY PAC
Estimate#
Buyer SPENCER WOOD
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT

TOTAL 27,000

PLS CONFIRM ASAP

THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/09-10/12	2	1	2	\$1,400.00	
				Buyline Comment: EARLY AM NEWS								
	2	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
				Buyline Comment: EARLY AM NEWS								
	3	TU-F	6A-7A	AM NEWS	:30	\$2,000.00	10/09-10/12	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	4	M	6A-7A	AM NEWS	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	5	TU-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/09-10/12	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	6	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	7	SA	7A-8A	SAT AM NEWS	:30	\$800.00	10/13-10/13	1	1	1	\$800.00	
				Buyline Comment: SAT AM NEWS								
	8	SU	7A-8A	SUN AM NEWS	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	
				Buyline Comment: SUN AM NEWS								

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	9	SU	8A-9A	Buyline Comment: SUN TODAY SHOW	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
	10	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$500.00	10/09-10/12	2	1	2	\$1,000.00	
	11	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
	12	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$400.00	10/09-10/12	1	1	1	\$400.00	
	13	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	14	TU-F	12P-1P	Buyline Comment: NOON NEWS	:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
	15	M	12P-1P	Buyline Comment: NOON NEWS	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
	16	TU-F	530P-6P	Buyline Comment: 530P NEWS	:30	\$1,500.00	10/09-10/12	1	1	1	\$1,500.00	
	17	TU-F	6P-630P	Buyline Comment: 6P NEWS	:30	\$2,000.00	10/09-10/12	1	1	1	\$2,000.00	
	18	M	6P-630P	Buyline Comment: 6P NEWS	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	19	SU	6P-7P	Buyline Comment: SUNDAY 6P NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	

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Advertiser () MAJORITY PAC 3050 K ST NW Sales Office ()
Product SENATE MAJORITY PAC WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 215-567-6005
Buyer SPENCER WOOD Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

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	20	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/15-10/15	1	1	1	\$1,500.00	
				Buyline Comment: ENTERTAINMENT TONIGHT								
	21	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/09-10/12	4	1	4	\$2,000.00	
				Buyline Comment: THE TONIGHT SHOW								
	22	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
				Buyline Comment: THE TONIGHT SHOW								
	23	TU-F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/09-10/12	1	1	1	\$150.00	
				Buyline Comment: JIMMY FALLON								
	24	M	1235A-135A	JIMMY FALLON	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
				Buyline Comment: JIMMY FALLON								

--REPORT TOTALS--

Report Totals: 32 / \$27,000.00

--SALES MONTHLY TOTALS--

Oct 12: 32 / \$27,000.00
Sales Totals: 32 / \$27,000.00
Station Totals: 32 / \$27,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$72,973	CATV 0%	WAVY 37%	WGNT 6%	WPXV 0%	WTKR 7%
		WTVZ 4%	WVBT 14%	WVEC 32%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

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Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE